



2014/15 Tobacco-Use Prevention Education (T.U.P.E.) Competitive Grant Annual Report

1. Contact Information

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Cohort: I Year: 2014/15

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2. Which of the research-validated or evidence-based programs listed below were implemented?

Botvin's Life Skills Training	No
Keepin' It Real	Yes
Minnesota Smoking Prevention Program	No
Project Alert	Yes
Project Northland	No
Project SUCCESS	No
Project TND (Towards No Drug Abuse)	Yes
Project TNT (Towards No Tobacco Use)	No
SPORT	No
State-Wide Indian Drug Prevention Program	No

3. Comments pertaining to question 2 are located in the appendix. (Optional)

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4. How many students per grade participated in the program/s identified in question 2?

Grade	Number of Projected Students	Number of Participating Students
Grade 6	1,397	1,368
Grade 7	1,373	1,373
Grade 8	1,364	1,364
Grade 9	1,493	695
Grade 10	0	0
Grade 11	0	0
Grade 12	0	0
Non Traditional	56	41
Grade Total	5,683	4,841

5. Comments pertaining to question 4 are located in the appendix. (Optional)

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6. Which of the non-research-validated curriculum-based programs (e.g., LEA adopted health curricula, lessons addressing specific populations, etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Participating Students
Anti-Tobacco Media Blitz	0
Blowing Away Big Tobacco's Big Lies	0
Classroom Animation Studio Kit	0
Decisions for Health Series	0
Effective Youth and Adult Partnerships	0
Enough Snuff	0
Guiding Good Choices – Families That Care	0
Hands Off Tobacco! Series	0
Health and Wellness Series	0
Personal/Social Lessons: The Missing Link	0
Project ABCD (Analyze, Beware, Create, Disseminate)	0
Project ALIVE! (Arts Leading Into Vital Education)	0
Project SCAT (Schools and Communities Against Tobacco)	0
Something Stinks in Hollywood	0
Stay On Track Series	0
Teen Health Course Series	0
Teens Tackle Tobacco	0

7. If a non researched-validated curriculum-based program not listed in the table above was offered, please specify the name of the program/strategy along with the number of projected and participating students in the boxes below.
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8. Comments pertaining to question 6 are located in the appendix. (Optional)

9. Which of the non-curricula activities (e.g., Teens Kick Butts, Teens Kick Ash, poster contests etc.) listed below were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Participating Students
Great American Smoke Out	0	0
Red Ribbon Week (Tobacco focus)	17,562	17,562
Teens Kick Butts / Ash	40	28
School-Wide contest	1,376	1,376
Tobacco & Hollywood Campaign	0	0
Mission Possible	0	0
Youth Quest	0	0
Assembly Speaker	4,125	4,125
World No Tobacco Day	0	0

10. If a non-curricula activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.

Kick Butts Day Activities 6,731/6,731

11. If you selected *School-wide contest* as a non-curricular activity, indicate the name of the contest:

Tobacco/Drug Free Poster Contest

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12. If you selected *Assembly Speaker* as a non-curricula activity, indicate the name of the speaker:

Julia Feig, RN, is the Director of Emergency Room Services at Simi Valley Hospital. Julia spoke to approximately 482 middle school students and approximately 827 high school students. She spoke about the dangers of alcohol, tobacco, and drug use/abuse. Straight Up Ventura County conducted workshops with approximately 619 middle school students and 524 high school students about alcohol, tobacco, and drug use/abuse. Ventura County Public Health spoke to approximately 1047 middle school students

13. Comments pertaining to question 9 are located in the appendix. (Optional)

14. Which TUPE Specific Youth Development Activities (e.g., STAKE Act “stings”, local community tobacco control ordinance development/enforcement, media literacy, media production to counter tobacco industry influence) were offered to students in the general population?

Program/Strategy Name	Number of Projected Students	Number of Actual Students
Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	0	0
Other law enforcement sting operations to monitor tobacco sales to minors	0	0
Youth Involvement in Anti-tobacco Advocacy	55	28
Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	17	34
Tobacco use prevention Peer Educator	96	61
Tobacco use prevention focused Service-Learning Projects	13	0

15. If a TUPE Specific Youth Development activity not listed in the table above was offered, please specify the name of the activity along with the number of projected and participating students.
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16. Comments pertaining to question 14 are located in the appendix. (Optional)

17. How many students from the following priority populations participated in one or more of the youth development strategies listed below during?

	Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act	Other law enforcement sting operations to monitor tobacco sales to minors	Youth Involvement in Anti- Tobacco Advocacy	Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry	Tobacco use prevention Peer Educator	Tobacco use prevention focused Service-Learning Projects
American Indian or Alaska Native	0	0	0	0	2	0
Asian	0	0	2	2	6	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	6	12	14	0
African American	0	0	1	1	3	0

18. Comments pertaining to question 17 are located in the appendix. (Optional)

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19. Which of the intervention programs listed below were offered? For each program offered provide the number of students, identified and served, under this grant.

Intervention Programs	Number of students identified	Number of students served
Brief Intervention	0	0
Craving Identification and Management (CIM)	0	0
Intervention with Teen Tobacco Users (TEG)	0	0
Project Life	0	0
Smokeless Schooldays: Smokeless Saturday School	0	0
Tobacco-Free Generations	23	12

20. If an intervention program not listed in the table above was offered, please specify the name of the program and the number of project and participating students.

21. Comments pertaining to question 19 are located in the appendix. (Optional)

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22. How many students from the following priority populations participated in one or more of the intervention programs listed below?

	Brief Intervention	Craving Identification and Management (CIM)	Intervention with Teen Tobacco Users (TEG)	Project Life	Smokeless Schooldays Smokeless Saturday School	Tobacco-Free Generations
American Indian or Alaska Native	0	0	0	0	0	0
Asian	0	0	0	0	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	0	0	0	10
African American	0	0	0	0	0	0

23. Comments pertaining to question 22 are located in the appendix. (Optional)

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24. Which of the cessation services listed below were offered during the 2012/13 school year? For each program offered provide the number of students identified and served

Cessation Programs	Number of students identified	Number of students served
Adolescent Smoking Cessation-Escaping Nicotine and Tobacco (ASCENT)	0	0
Enough Snuff: A Guide for Quitting Smokeless Tobacco	0	0
Helping Teens Stop Using Tobacco (TAP)	50	50
California Smoker's Helpline	50	150
Project EX: Teen Tobacco Use Cessation Program	0	0
Project N-O-T (Not on Tobacco)	0	0

25. If a cessation program not listed in the table above was offered, please specify the name of the program along with the number of students identified to be served and the number of students served in the space below. *(Please do not use acronyms)*

26. Comments pertaining to question 24 are located in the appendix. (Optional)

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27. How many students from the following priority populations participated in one or more of the cessation services listed below?

	Adolescent Smoking Cessation-Escaping Nicotine and Tobacco (ASCENT)	Enough Snuff: A Guide for Quitting Smokeless Tobacco	Helping Teens Stop Using Tobacco (TAP)	California Smoker's Helpline	Project EX: Teen Tobacco Use Cessation Program	Project N-O-T (Not on Tobacco)
American Indian or Alaska Native	0	0	0	0	0	0
Asian	0	0	1	1	0	0
Pacific Islander	0	0	0	0	0	0
Hispanic/Latino	0	0	7	7	0	0
African American	0	0	0	0	0	0

28. Comments pertaining to question 27 are located in the appendix. (Optional)

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29. How many parenting and/or pregnant minors were identified and served?

Category	Number of students
Number of parenting and/or pregnant minors identified	23
Number of parenting and/or pregnant minors served	21
Number of parenting and/or pregnant minors in school based programs	12
Number of parenting and/or pregnant minors referred to community programs	21

30. Comments pertaining to question 29 are located in the appendix. (Optional)

31. How many classified and/or certificated staff were trained in the areas listed below?

Training Type	Classified	Certificated
Trained to deliver program curriculum	0	5
Trained to deliver youth development strategies	0	0
Trained to deliver intervention strategies	0	2
Trained to deliver cessation strategies	0	0
General TUPE information	0	2

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32. If staff were trained in areas not listed in the table above please specify the type of training and how many classified and/or certificated staff were trained in the box below.
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33. Comments pertaining to question 31 are located in the appendix. (Optional)

34. How many parents received general TUPE information during the 2012/13 school year under this grant?

4,314

35. If parents received training other than general TUPE information, please specify in the space below the type of trainings or information they received and the number of parents participating in each activity.

9,613 parents of middle and high school students received information, via e-mail regarding dangers of marijuana

36. Comments pertaining to questions 34 are located in the appendix. (Optional)

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37. Were the activities listed in the table below offered in collaboration or coordination with LEAs, community agencies or other organizations?

Activity Type	Local Education Agency	Local public health agency	Local governmental agency	Local non-governmental organization
Curriculum Implementation	No	No	No	No
Youth Development activities	Yes	Yes	Yes	Yes
Cessation activities	No	No	No	No
Intervention activities	No	Yes	Yes	Yes
Local tobacco control coalition planning meetings	Yes	Yes	Yes	Yes

38. If an activity other than those listed in the table above was offered, please specify the type of activity and if the activity was in collaboration with an LEA, community agency, local coalitions, or another agency.

39. Comments pertaining to question 37 are located in the appendix. (Optional)

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Comments regarding question 2:

Comments regarding question 4:

Numbers "projected" reflects the actual number of students enrolled in 2014-2015. Enrollment numbers were lower than originally projected in the grant narrative. "Non-Traditional" enrollment was 239 but only 56 of those students took Health for graduation. There were four new Health Teachers that were not trained in Project TND until November 2014; therefore, they were unable to teach Project TND in the Fall Semester. Approx. 263 students took 9th Grade Health in summer school.

Comments regarding questions 6 -7:

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Comments regarding questions 9-12:

Projected numbers reflect 2014/15 enrollment

Comments regarding questions 14-15:

There was a delay in having students identify a tobacco-related service learning project. This occurred because participants select their service project a year in advance and choose their own topic. Although tobacco-related opportunities were provided to students, there was no student interest. More students than projected participated in "Media Literacy" because middle schools were invited to the County Teen's Kick Ash Event and our alternative school students completed a anti-tobacco PSA.

Comments regarding question 17:

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Comments regarding questions 19-20:

No students were referred for TEG in 2014-2015. Only 12 students participated in the Tobacco-Free Generation Curriculum; however, all students in the minor parent program were referred to one or more county agencies and all were provided TUPE related materials and pamphlets throughout the school year.

Comments regarding question 22:

Comments regarding questions 24-25:

50 students were identified through referral as receiving services from the California Smoker's Helpline. However, materials and pamphlets were made available to all students, in grades 6-12, throughout the school year.

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Comments regarding question 27:

Comments regarding question 29:

Comments regarding questions 31-32:

Five certificated staff received Project TND training. Two certificated staff received Brief Intervention training. There were two new TUPE Site Coordinator's this year. As a result, both of them received informal training from the District TUPE Coordinator in terms of General TUPE information.

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Comments regarding questions 34-35:

Parents of sixth, seventh, and eighth grade students received a letter regarding the Keepin It Real and Project Alert curriculum their child was going to receive during the 2014/2015 school year.

Comments regarding questions 37-38:

Teen's Kick Ash is an annual media literacy youth development activity. This event is offered county wide through collaboration of Simi Valley Unified School District, Ventura County of Education, and other surrounding school districts. Various LEA's throughout the County attend this annual event.

List of Districts in consortia